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(but) Mighty Enterprises and Entrepreneurs -- 9. The Role of Culture in Responsible Business Practice: An Exploration of Finnish and Russian SMEs -- 10. The Internationalization of Born-Digital Companies -- 11. Technological Disruptions and Production Location Choices.

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Sommario/riassunto

The ACADEMY OF INTERNATIONAL BUSINESS (UK and Ireland Chapter)  
Published in association with the UK and Ireland Chapter of the Academy of International Business. In line with the 45th AIB-UKI conference, this edited collection brings together fresh perspectives on international business strategy, with a focus on the challenges faced by multinational enterprises (MNEs) in today's changing commercial and political landscape. With a diverse range of contributors from varying international backgrounds, this book discusses the different strategies employed by MNEs, and analyses how they cope with the current global business environment. An extremely useful read for those studying globalisation and MNEs, this book provides an interdisciplinary and timely approach to international business strategy.

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